

REMARKS/ARGUMENTS

Applicant has reviewed and considered the Office Action dated April 17, 2007 and the references cited therein. In response thereto, claims 1-22 are canceled without prejudice or disclaimer; and new claims 23-33 are added and pending in the present application. Applicant respectfully submits that no new matter is introduced in the amendment.

Rejections Under 35 U.S.C. § 112

Claims 2 and 8-11 are rejected under 35 U.S.C. § 112, second paragraph. Claims 2 and 8-11 are canceled, and new claims 23-33 conform with the proper claim format.

Rejections Under 35 U.S.C. § 103

Claims 2 and 8-11 are rejected under 35 U.S.C. § 103(a) as being unpatentable over Greulich (Paper No. 20050401, U.S. Patent No. 5,241,464) in view of Cheng (U.S. Patent No. 6,012,070), further in view of Edwards (cited in Paper #2, PTO-892, Item: U). Applicant respectfully traverses the rejections for at least the following reasons.

Claims 2 and 8-11 are replaced by claims 23-33.

Claim 23 recites a computerized method having a processing computer for processing orders for full color printing, comprising steps of receiving from a customer a print order including a plurality of print configuration options, delivery options, and customer contact and billing information; receiving from the customer a digital file of any file type/format for full color printing according to the print order, wherein the customer's digital file can be of any type/format including a standard or non-standard type/format; processing the digital file by converting the digital file into a press-ready file with a type/format compatible for full color printing; and creating a proof of the processed digital file to be submitted to the customer for approval.

Applicant respectfully submits that the claimed invention provides a printing method that produces full color printed materials from a digital file of any file type/format to produce output in full color printing formats, and that allows customers to quickly, accurately, and repetitively

determine a price quote for desired products and services. None of the cited references disclose or appreciate these features and/or advantages in the full color printing industry. Prior to the claimed invention, customers, particularly a small business customer, had to submit their print jobs via email or phone and wait for quotes, and also most commercial printers would not accept any file type/format other than industry-standard CMYK-based graphic and desktop publishing file formats. The present invention made it possible for a small business or other customer who does not use expensive and difficult-to-use graphics software to create and order commercial printing from whatever software they do have, and/or from anywhere, i.e. the present invention made printing more accessible for a broader spectrum of customers – both because of different file format acceptance features and because of Web-based ordering and proofing features. This invention ushered the printing industry into the e-commerce era.

On the other hand, Greulich or Cheng discloses a method of providing a customer a business form or template that a printing company provides for its customer whereby the customer "customizes" the business form or template with their information. Greulich or Cheng fails to disclose or teach a method that allows a customer to provide a digital file of any file type/format, as recited in claim 23, thereby allowing a customer to submit a file type/format of the customer's choice. In other words, the claimed invention does not require a customer to submit or customize a digital file to conform with a business form or a template or software provided by a printing service provider. In the claimed invention, a digital file produced by the customer can be of any file type/format, which is then converted into a press-ready file, so that the customer does not need to limit their file format to a template or form provided and required by a printing service provider in the prior art.

Edwards fails to remedy the deficiencies of Greulich or Cheng. Thus, Applicant respectfully submits that claim 23 patentably distinguishes over the cited references. Claims 24-33 which are dependent from claim 23 are also patentable over the cited references for at least the reasons above.

In addition, claim 26 recites that the digital file of the standard type/format includes a file generated from a CMYK compatible graphic computer application, and the digital file of the non-standard type/format includes a file generated from an RGB-only compatible graphic computer application. None of the cited references disclose or teach this feature. In the claimed

invention, if a digital file is an RGB file, it is converted to a CMYK file through a converting step or processing step. Also, other conversion steps/manipulations may be used, such as adding or fixing bleeds - all of which are not taught or appreciated by the prior art. Thus, Applicant respectfully submits that claim 26 is patentable over the cited references.

Further, in addition to the feature that the customer providing the print order real-time on a Web page associated with the printing service provider via a Web browser as recited in claim 27, claim 29 recites that the Web page includes a pricing engine, the pricing engine automatically calculating a price quote. Also, claim 30 recites a further method step of automatically and substantially instantaneously calculating a new price quote each time the customer changes one of the print configuration or delivery options, and displaying the new price quote to the customer before the change is submitted. As described in the Background of the Invention, "Printing services advertised over the Internet generally require that a customer submit specifications for the desired product and services using e-mail or the telephone. After the printing service provider receives the data and calculates a price quote, the printing service provider returns the price quote to the customer. This process involves delays of hours or days. Further, if the customer wants to make changes to their specifications, the lengthy process begins again. Alternatively, printing service providers post complicated pricing lists for specific products and services. These lists are limited in scope and require the customer to complete complicated computations." see page 2, lines 16-23. The claimed invention provides a printing service that produces full color printed materials from a digital file of any file type/format to produce output in full color printing formats, and that allows customers to quickly, accurately, and repetitively determine a price quote for desired products and services. None of the cited references disclose or appreciate these features and/or advantages in the full color printing industry. Thus, Applicant respectfully submits that the dependent claims, such as claims 29 and 30, patentably distinguish over the cited references.

Conclusion

In view of the above, it is respectfully submitted that this present application is in condition for allowance. Examination and reconsideration of the present application are respectfully requested.

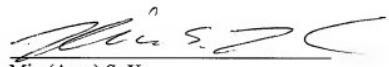
This response is being submitted on or before October 17, 2007, with the required fee of \$525.00 for a 3-month extension of time, making this a timely response. It is believed that no additional fees are due in connection with this filing. However, the Commissioner is authorized to charge any additional fees or credit any overpayments to Deposit Account No. 04-1420.

If a telephone conference would be helpful in resolving any remaining issues, please contact the undersigned at 612-752-7367.

Respectfully submitted,

**DORSEY & WHITNEY LLP
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Date: Oct. 17, 2007

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